**General template guidelines:**

* Replace yellow highlighted text with appropriate content.
* Delete red text from final template.
* Green text remains in final template.
* When sharing template externally, print it as a PDF by going to the “File” menu, selecting “Print”, and select “PDF” as your print destination.

STUDY SUMMARY

The following is a test plan for a qualitative, remote, unmoderated study that focuses on gathering initial impressions of a college or university [website, app] and determining overall ease with which prospective students can find information about academic programs and the admissions process. This study is expected to take participants approximately 15 minutes. Participants will think out loud as they complete tasks.

|  |
| --- |
| **Objectives** |
| The purpose of this study is to answer the following research questions:* What is the experience of finding and learning about an academic program of interest?
* Are participants able to find and understand the admissions requirements?
* Are participants able to find where they can schedule a visit to the school?
* Overall, what are participants’ impressions of the user experience?
 |

STUDY DETAILS

**Demographics**

10 desktop, mobile participants from the UserTesting panel

*Note: A minimum of 6-10 participants per segment / target audience is recommended for most qualitative, unmoderated remote studies. These demographics can be adjusted based on the target audience for the website or app.*

* Age: Any, Add Range
* Income: Any, <$40k, <$100k, $40k-$100k, $40k+, $100k+
* Gender: Any, Male, Female
* Country: Any, US, UK, Canada, Australia , India, Rest of World
* Platform: Computer, Tablet, Smartphone
	+ *If Computer is selected:*
		- Web Expertise: Any, Average, Advanced
		- Computer Operating System: Any, Windows, Mac
		- Computer Web Browser: Any, Firefox, Chrome, IE, Safari
	+ *If Tablet or Smartphone is selected:*
		- Tablet and Smartphone Recording Method: Mobile, Webcam
		- Tablet and Smartphone Operating System: Any, iOS, Android
* Social Networking: Any, Facebook, Twitter, LinkedIn
* Other Requirement: None, Fill In

# **Screener**

1. Which option best describes your employment situation?
	1. I work full-time, do NOT go to school, and I have no plans to go to school. [Reject]
	2. I work full-time, and I am currently a student. [Accept]
	3. I work full-time, and I plan to become a student within the next 6 months. [Accept]
	4. I work part-time, do NOT go to school, and I have no plans to go to school. [Reject]
	5. I work part-time, and I am currently a student. [Accept]
	6. I work part-time, and I plan to become a student within the next 6 months. [Accept]
	7. I am unemployed, and I do NOT have plans to go to school. [Reject]
	8. I am unemployed, and I plan to become a student within the next 6 months. [Accept]
	9. Other [Reject]
	10. None of the above [Reject]
2. What type of student are you or do you plan to become within the next 6 months?
	1. High-school or GED student [Reject]
	2. Community college student enrolled in continuing education or recreational classes [Reject]
	3. Community college student enrolled in a degree program [Accept]
	4. Undergraduate student [Accept]
	5. Graduate student [Accept]
	6. Other [Reject]
	7. None of the above [Reject]

TASKS & QUESTIONS

**Starting Instructions**

WEBSITE:URL (where participants start the study): [URL of website]

APP NAME AND INSTALLATION INSTRUCTIONS: Download and install the [app name] app from [app store name].

INTRODUCTION: You are currently researching potential schools to attend and are interested in learning more about [name of institution] by visiting their [website, app].

**Tasks**

1. \*\*Read all tasks out loud and remember to share your thoughts as you perform each task.\*\*
2. WEBSITE:Go to [URL]. When you see the website, move on to the next task.

APP: Open the [app name] app. Move on to the next task.

1. Without leaving the homepage, what are your initial impressions of the [website, app name]? Explain your answer.
2. Find something you’d be interested in majoring in that is offered by the school. Move on to the next task when you’re done.

*Note: Participants are asked two standard follow-up questions after completing each* ***goal-oriented*** *task. Both are asked on a 7-point scale. The first question is an externally validated and extensively researched item called the SEQ (Single Ease Question), and it assesses how difficult participants find a task. The second question asks participants to rate their confidence in completing the task successfully.*

1. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
2. Multiple Choice: How not confident (1) or confident (7) are you that you completed the task successfully? Explain your answer. (1 - Not At All Confident, 2, 3, 4 - Neither Not Confident Nor Confident, 5, 6, 7 - Very Confident)
3. When using the [name] [website, app] to find something you’d be interested in majoring in, was it easier, more difficult, or exactly as easy as you expected? Explain your answer.
	1. It was easier than I expected.
	2. It was exactly as easy as / as difficult as I expected.
	3. It was more difficult than I expected.
	4. Other
4. Find the name of a required course for an academic program you are interested in. Move on to the next task when you’re done.
5. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
6. Multiple Choice: How not confident (1) or confident (7) are you that you completed the task successfully? Explain your answer. (1 - Not At All Confident, 2, 3, 4 - Neither Not Confident Nor Confident, 5, 6, 7 - Very Confident)
7. Find what information you would need to provide to the school when applying to this academic program. \*\*Stop if asked for personal information or to create an account.\*\*
8. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
9. Multiple Choice: How not confident (1) or confident (7) are you that you completed the task successfully? Explain your answer. (1 - Not At All Confident, 2, 3, 4 - Neither Not Confident Nor Confident, 5, 6, 7 - Very Confident)
10. You’d like to start the program next semester. What is the deadline for applying?
11. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
12. Multiple Choice: How not confident (1) or confident (7) are you that you completed the task successfully? Explain your answer. (1 - Not At All Confident, 2, 3, 4 - Neither Not Confident Nor Confident, 5, 6, 7 - Very Confident)
13. Multiple Choice: When using the [name] [website, app] to look for information about applying to the school, was it easier, more difficult, or exactly as easy as you expected? Explain your answer.
	1. It was easier than I expected.
	2. It was exactly as easy as / as difficult as I expected.
	3. It was more difficult than I expected.
	4. Other
14. Find where you would schedule a tour of the campus. \*\*Stop if asked for personal information or to create an account.\*\*
15. Multiple Choice: Overall this task was...? Explain your answer. (1 - Very Difficult, 2, 3, 4 - Neither Difficult Nor Easy, 5, 6, 7 - Very Easy)
16. Multiple Choice: How not confident (1) or confident (7) are you that you completed the task successfully? Explain your answer. (1 - Not At All Confident, 2, 3, 4 - Neither Not Confident Nor Confident, 5, 6, 7 - Very Confident)

*Note: The following 4 items are from the SUPR-Q. The SUPR-Q is an extensively researched scale that measures perceptions of usability, trust, appearance, and loyalty. A detailed article explaining some of the research behind the SUPR-Q can be found here:* [*http://bit.ly/1QCY6hK*](http://bit.ly/1QCY6hK)

1. Rating Scale: The [website, app] is easy to use. Explain your answer.

1 = Strongly Disagree , 5 = Strongly Agree

1. Rating Scale: It is easy to navigate within the [website, app]. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: The [website, app] has a clean and simple presentation. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

1. Rating Scale: I find the [website, app] to be attractive. Explain your answer.

1 = Strongly Disagree, 5 = Strongly Agree

**Post-Test Questionnaire (Written)**

1. Share your final comments or thoughts on the [name] [website, app].
2. *Net Promoter Score (NPS)* How likely are you to recommend this [website, app] to a friend or colleague? 0 = Not At All Likely, 10 = Very Likely

*Additional information about the NPS can be found here:* [*http://www.netpromoter.com/why-net-promoter/know*](http://www.netpromoter.com/why-net-promoter/know)

QUESTIONS? COMMENTS? CONTACT US

If you have questions or comments, please contact us:

**Name**

Title

Email address

**Name**

Title

Email address